



Our 59th Street Entrances

Are convenient to the 59th Street Station of the 3d Ave. Elevated, the 59th St. and Lexington Ave. surface cars. Daily a mighty concourse of wide-awake shoppers reach us from all parts of the city and suburbs, our store being easy of access from all quarters.

This Boy and Girl

are types of many other youngsters who secure all their equipments here. They are satty, neat and well dressed; the cost of "mixing" 'em up" was but little, because their parents justly figured this way: The girl's Dress cost \$2.98; elsewhere it would be \$5.00. The girl's Hat cost \$4.00; elsewhere it would be \$6.00. The girl's Shoes cost \$1.25; elsewhere they would be \$3.00. The girl's Hosiery cost 17c.; elsewhere it would be 25c. The boy's Suit cost \$2.95; elsewhere it would be \$3.50. The boy's Hat cost \$1.00; elsewhere it would be \$2.00. The boy's Shoes cost 89c.; elsewhere they would be \$3.00. The boy's Hosiery cost 17c.; elsewhere it would be 25c. The parents saved just \$9.00 on the above items. Is not this an object lesson to every parent in "Greater New York?"

This Young Man

feels happy. Why? Because he has just secured his Fall wearables from "Greater New York's Greatest Store," and the execution his dollars done has placed him in a very satisfied frame of mind. He calculates that: His Overcoat cost \$7.00; elsewhere it would cost him \$12.00. His Suit cost \$7.00; elsewhere it would cost him \$12.00. His Hat cost \$1.50; elsewhere it would cost him \$3.00. His Patent Leather shoes cost \$2.00; elsewhere they would cost him \$5.00. His Dent's Gloves cost \$1.25; elsewhere they would cost him \$1.75. His Cane cost 70c.; elsewhere it would cost \$1.25. On the above little bill of expense he saved just \$14.50 by buying at Bloomingdale's. Small wonder that he swings along at a pleasant gait.

This Young Lady

looks the picture of contentment. Why? The answer is plain—she has just completed her Fall shopping at Bloomingdale's, and this is the way her money went: Her Tailor-Made Dress cost \$7.48; elsewhere it would be \$12.50. Her Feather Boa cost \$3.98; elsewhere it would be \$5.00. Her Thibet Muff cost \$9.00; elsewhere it would be \$15.00. Her Autumn Hat cost \$15.00; elsewhere it would be \$22.50. Her Umbrella cost \$1.50; elsewhere it would be \$3.00. On the above matters of personal wear she saved just \$22.50, and secured the best New York could give her for the money. Do you wonder at her being satisfied?

This Housekeeper

is awaiting her husband's return to tell him how much she accomplished with little cash at Bloomingdale's. This is the tale she will tell him: The Dining-Room Table cost \$16.00; elsewhere it would have been \$26.00. The Oak Sideboard cost \$22.50; elsewhere it would have been \$30.00. The Dining-Room Chair cost \$3.98; elsewhere it would have been \$5.00. The Table Cloth cost \$1.50; elsewhere it would have been \$3.00. The Table Napkins cost, per doz., \$1.00; elsewhere they would have been \$1.50. When her husband learns that \$18.45 was saved on the above bill alone he will certainly be as pleased as his wife.

Our Third Avenue Entrances

are popular with patrons traveling on the Third Avenue Surface and Elevated roads. From Harlem, Brooklyn, Lower New York and all sections of the State will our patrons come this week to participate in our mighty bargain offerings.

Winsome Prices in Suits and Garments

make our spacious suit and cloak department a winsome place to visit. And it will be more attractive than ever this week because we offer:

Tight Fitting Suits.

Ladies' Reefers and tight-fitting Suits in all-wool Serges and Novelty Mixtures; jacket silk, skirt percalee lined.

7.48

A Black All Wool Kersey Cape, Tailor made, full sweep, trimmed with applique and straps, velvet collar.

2.98

Silk Skirts.

A \$7.00 Black Brocade Silk Skirt, lined and interlined, full 4 yards wide, perfect fit and hang.

3.90

A \$12.50 Tailor-Made Coat, in Black, All-Wool Kersey and new Fall colorings of collar, lined with rich satins throughout.

7.50

Mackintoshes.

A few special styles at quick selling prices. Only the best-made garments and room in this department.

Ladies' Navy and blue serge, also tan and brown covert mixtures, Mackintoshes, double texture, 2 full military capes, velvet collars, special at **2.98**

Ladies' navy and black all-wool serge Mackintoshes, two full sweep military capes, velvet collar, real value \$5.00, special **3.98**

Misses' Garments.

Misses' silver-gray Circulars, 2 1/2 hoods. **.79**

Misses' Gossamers, gingham finish, full cape. **1.25**

Misses' all-wool serge Mackintoshes, 2 capes, double texture, velvet collar, special. **3.89**

Misses' wide-wale diagonal cloth Mackintoshes, full cape, a garment to wear well. **1.98**

This Season's Fur Sensation.

Fur selling with us this season has been phenomenally successful—considering the mild fall weather. Our goods and prices are altogether responsible for this success. This week we add further fur features, which mean 800 fine fur garments, bright with the latest styles, handsomely lined with fancy silk and purchased by us from one of the best makers at one-half their actual value.

Fur Collarettes.

Battle Seal Collarettes, advertised by others as Electric Seal, lined with broad silk, Parisian shape, with long tabs and 21 full tails; sold as a bargain by some at \$10.00; now at the ridiculously low figure of **5.00**

Seal Capes.

16 inches long by 110 inches sweep...\$39
18 inches long by 110 inches sweep... 40
20 inches long by 125 inches sweep... 59
24 inches long by 125 inches sweep... 85

Persian Lamb Capes.

16 inches long by 110 inches sweep...\$39
18 inches long by 110 inches sweep... 40
20 inches long by 125 inches sweep... 59
24 inches long by 125 inches sweep... 85

FUR REPAIRING

attended to promptly, carefully and well. We will gladly furnish estimates. Bring us your Furs or Garments to be remodelled into this season's best style.

STYLISH BLACK SILKS.

60,000 yards of this season's most Stylish Silks is placed without reserve on our counters to go at prices only possible by a trade condition of which we took advantage. The trade condition was the recent Peremptory Trade Sale of Messrs. Schwarzenbach, Huber Co., one of the most prominent silk manufacturing firms in this city. We were one of the largest buyers there. Where you benefit by this transaction may be learned in these facts and figures:

At 1.00. 5,000 yds. extra quality black Satin Duchesse, 24 inches. This quality has never been sold for less than \$1.50. Extra strong and rich.

At .59. 2,400 yds. black Satin Brocade, in all the choicest and newest designs. This quality was always considered cheap at 75c.

At .58. 2,500 yds. black Gros Grain, our best retailers. This is one of the time that this grade has been sold below 75c.

At .35. 4,200 yds. black Taffeta, silk, very strong, suitable for waists and skirts and lining. Well worth 50c.

At .69. 5,500 yds. extra quality black Satin Duchesse, very rich and lustrous. The regular dollar kind.

At .50. 7,500 yds. Changeable Taffeta, in all the choicest and newest designs. Some people are making a great noise on their 50c. change. It cannot be compared with this quality. We have it in 65 combinations, all choice.

At .65. 20,000 yds. Roman Stripes, Plaids and Brocades. In this lot there are a great many goods that are worth a dollar. Not a yard worth less than 85c.

At .38. 20,000 yds. India Silks, 22 in. wide, all colors. These goods would cost a great deal more to import.

The Lace Curtain Event.

It Overtops Them All!

The Sale of All Lace Curtain Sales.

That's precisely what begins to-morrow in our Lace Curtain Dept. For months we have been preparing for this event. Every nook and corner in Lace Curtain centres have been searched by us with a keen eye, and we can say with the strongest possible emphasis that we have left nothing undone to make this the greatest of all Lace Curtain sales. We also emphasize the fact that all our prices for this occasion are in all instances as low as those of any wholesale house, and in many cases even less. You may ask how can we do this? It is very simple. Our buyer goes direct to the makers in St. Gall, Plauen, Paris, Nottingham and America, and buys in the very largest quantities. Selling such great quantities is actually a wholesale business. The only difference is that we are satisfied with a smaller profit than the wholesale houses. Thus we explain why we actually sell cheaper than the wholesalers—how we make the goods travel from the mills to the consumer at one small cost.

To make this sale still more attractive we will give with every pair of Lace Curtains at \$1.25 and upward Curtain Poles and Fixtures free.

Nottingham Lace Curtains.

1,575 pairs Nottingham Lace Curtains, worth double our price; for this sale, pair **.37**

2,000 pairs Nottingham Lace Curtains, very choice and new effects, a great bargain; for this sale, pair **.49**

3,150 pairs Nottingham Lace Curtains, white or ecru, Irish Point effects, would sell easily anywhere at \$1; for this sale, pair **.69**

3,350 pairs Nottingham Lace Curtains, Brussels and Tambour effects, never sold under \$1.50; for this sale, pair **.94**

2,750 pairs Nottingham Lace Curtains, newest and handsomest effects, about a dozen styles to select from, every pair worth at least \$1.75; for this sale, pair **1.25**

1,975 pairs Nottingham Lace Curtains, very fine quality and our own exclusive design, fully worth \$2.25; for this sale, pair **1.59**

1,800 pairs Nottingham Lace Curtains, exceptionally fine goods, about 24 distinct styles, entirely new effects, this quality sells everywhere at \$3.00 pair; for this sale, pair **1.98**

1,700 pairs Nottingham Lace Curtains, a regular \$4.00 curtain, fine enough for any parlor, exceptionally cheap; for this sale, pair **2.50**

1,900 pairs Nottingham Lace Curtains, superior quality net, 25 designs, all the very latest effects, nothing like them in the city for less than \$4.50; for this sale, pair **2.98**

1,500 pairs Nottingham Lace Curtains, the finest quality imported, a large range of designs, all the very newest, every pair worth at least \$5.00; for this sale, pair **3.50**

Irish Point Lace Curtains.

50 pairs Irish Point Lace Curtains (in ecru only); for this sale... **1.25**

500 pairs Irish Point Lace Curtains, very choice designs, a great bargain; for this sale... **2.29**

850 pairs Irish Point Lace Curtains, very beautiful and rich effects, worth nearly double; our price for this sale... **2.98**

700 pairs Irish Point Lace Curtains, very rich effects, entirely new designs, 12 styles, every one of them worth \$3.00; for this sale... **3.50**

650 pairs Irish Point Lace Curtains, heavy work, very new designs, white or ecru, always considered a bargain at \$6.00; for this sale... **4.50**

825 pairs Irish Point Lace Curtains, superior quality, all the newest and richest effects, a large selection of designs, every pair worth nearly 50 per cent more; for this sale... **5.50**

450 pairs Irish Point Lace Curtains, very beautiful goods, only the newest effects, white or ecru; the same goods sell elsewhere at \$9.50; for this sale... **6.75**

About 1,000 pairs of Irish Point Curtains, white or ecru, at **7.00, 8.75, 9.50, 11.50, 12.50, 14.50, 16.50.**

Renaissance Lace Curtains.

Those that are worth \$3.50 for... **4.50**

Those that are worth \$7.50 for... **9.50**

Those that are worth \$8.50 for... **10.50**

Those that are worth \$15.00 for... **19.50**

Those that are worth \$27.50 for... **29.50**

Those that are worth \$35.00 for... **35.00**

Renaissance Lace Bed Sets,

19.50, 23.90, 30.00, 32.50, 44.00, 53.00, 75.00 to 159.00.

On all of the above Bed Sets we guarantee a saving of at least 50 per cent.

Tea Kettles.

Having purchased from a prominent importer his entire stock of Solid Brass Swinging Tea Kettles, we are in position to offer the usual \$5.00 kind, as illustrated, at **1.49**

Brilliant,

Not in name only, but in its light. It also consumes less gas than any other lamp. A lamp that is perfect in construction. It can't be matched outside of our store, and the price is, with maintenance and chimney, only **.59**

Lovely Laces.

Crinkled Liberty Clifton, a very handsome material; also Sarah Silk, good quality, in all colors; sold elsewhere at 60c; per yd., at **.39**

Plaited Mousseline de Soie, embroidered and plaited in the accordion style, all colors and black, 20 inches wide; sold elsewhere at 75c; per yd., at **.59**

A handsome quality of La Tosca Net, all colors, and black, 45 in. wide; sold elsewhere at 75c; per yd., at **.39**

NOTE—We have thousands of yards of the above goods. Customers can purchase to their heart's desire.

Net-top cream colored Oriental Laces in handsome openwork designs, 7 to 15 inches wide, sold everywhere **.15**

Oriental Lace Insertions, double edge goods, straight and scalloped, very desirable at the present time, sold elsewhere from 20c to 35c... **.10**

Black Silk Bourdon Lace, sold and net, large assortment of patterns, 3 to 7 inches wide, sold elsewhere at **.15**

Black Silk Bourdon Lace, sold and net, large assortment of patterns, 3 to 7 inches wide, sold elsewhere at **.15**

Handkerchiefs.

Ladies' Mexican Draw Hemstitched embroidered, scalloped and Plain white Hemstitched; Gentlemen's white and colored, all sizes, a very special bargain lot—you can pick your choice, each... **.08**

Mull Ties.

The old-fashioned Mull Tie that goes twice around the neck and then falls in graceful jabot effects, is here in general variety at all prices. You will be attracted by special lot made of net or mull, trimmed with lace or embroidery, each... **.20**

Men's Gloves.

From the leading glove manufacturer in Gloversville we have secured the entire sample line of Men's Kid, Dogskin, Suede and Reindeer Gloves, in all sizes and colors. Some among them are imperfect, but the imperfection is so slight that even an expert would select from it. Beginning on Monday, all will be sold at about 40 cents on the dollar. If you are thinking of glove-buying you can hardly let this chance slip you.

Men's fine quality Dogskin Gloves, all with gussets in between the fingers, regularly sold for \$1.00, on sale at **.69**

Men's finest quality Suede Gloves, also Heavy Undressed Reindeer Gloves, in all colors, regularly sold for \$1.50 and \$2.00, on sale at **1.00**

In this lot there are some Men's Dogskin, lined throughout **1.25**

Just received, 100 dozen new Dent's English Driving Gloves—the \$1.75 kind—will likely last only over Monday, as the sizes are quickly broken **1.25**

Groceries.

Flour, very finest, only one 24 1/2 lb. bag to each buyer... **.63**

Coffee. Our highest grade Java and Mocha, mixed, bean, ground or pulverized. Not more than 5 pounds to any buyer... **.27**

Maracibo Coffee, excellent, sold elsewhere for 25c; bean or ground, per lb... **1.04**

Mixed Tea... Else Per Formosa Oolong... **.17**

English Breakfast... East 50c lb... **.04**

Ammonia, extra strong, 6 oz. bottle... **.07**

Tomatoes, ripe, solid, big can... **.07**

Early June Peas, high standard, can... **.18**

California Asparagus, delicious, can... **.29**

Dursey's Laundry Starch, 6 lb. wood box... **.05**

Soda Crackers... XXX per Ginger Snaps... **.05**

Queen Olives, Mammoth, extra fine, 10-oz. bot... **.10**

Manzanilla Olives, 8-oz. bot... **.03**

Rabbit's 1770 Soap Powder, 6-oz. pkg, 2 for... **.05**

Pearline, 6-oz. pkg... **.08**

No mail orders filled for above groceries.

Wines and Liquors.

Manhattan Whiskey... Extra fine... Per bot... **.49**

Kummel, finest domestic, per bot **.49**

Creme de Menthe, finest domestic, big bottle... **.59**

Genuine Pepper Whiskey, 5 years old, not more than 4 bot. to each customer, must be taken, per bot... **.39**

St. Julien, Imported Claret, 3.49

Pontet Canon, Imported Claret, 6.50

doz. quarts... **4.48**

Hochheimer, Imported Rhine, 4.48

Men's Stylish Suits.

Suit of fine imported clay worsted in single, double-breasted Sack or 3-button cut-away, frock style; a regular \$12.00 dress suit.

7.00

Boys' Nobby Vestee Suits

at **3.45.**

The prettiest and most becoming suit for little fellows (3-8) is our popular Vestee Suit. It can be worn either with a Fauntleroy Blouse or Vest front. The materials are navy blue or brown cheviot, deep sailor collar, trimmed with 6 rows of white, red or black soutache braid; also fancy mixtures, very tastefully gotten up, regular clothiers would charge \$4.45.

Men's Underwear.

Men's heavy Natural Wool Shirts and Drawers, good quality, well finished, all sizes... **.29**

Men's heavy Natural Wool Shirts and Drawers, made with pearl buttons, double-stitched (about 20 per cent wool), all sizes... **.49**

Men's heavy genuine Camel's Hair Shirts and Drawers, manufactured by Thrift Mill, all wool, extra well made and finished, all sizes... **.98**

Fancy Silk Garter Elastic.

3,500 yards will be quickly disposed of at such prices as here:

Lot 1—2,000 yds., four patterns, value 10c. to 25c. yd., at **.10**

Lot 2—1,500 yds., ten patterns, value from 25c. to 50c. yd., at **.19**

Silver-plated Ware

for the Table. Quality is excellent, designs pretty and prices most eloquent in their fitness. These goods are all hand-carved.

Rogers Tea Spoons, per set of 1/2 doz... **.43**

Rogers Table Spoons, per set of 1/2 doz... **.86**

Rogers Forks, per set of 1/2 doz... **.86**

Claret or Lemonade Jugs, heavily silver-plated, fancy top **.79**

Tea Sets have never been sold at such prices

Tea Pot... Your Choice... **.98**

Sugar Bowl... **.98**

Cream Pitcher... **.98**

Spoonholder (gold lined), Butter Dish... **2.98**

Ice-Water Pitchers, porcelain-lined, hand-engraved... **2.98**

Cut Glass.

The finest American Cut Glass, brilliant finish, very handsome designs, at prices which bring cut glass within the reach of every housekeeper who reads this.

This bowl, extra deep cutting, 8 inches in a case, worth \$8.00, at **3.98**

Water Bottles, very handsome patterns, deep cut, worth \$3.50, at **1.98**

Handled Nappies, for Olives, etc.; elaborate cutting, cheap for \$3.00, at each **1.69**

Largest assortment of cut Glassware in New York City.

Brilliant exhibit of fine crystal and gold glassware, and the latest novelties in Colored French Glassware.

What Do You Say to Genuine Howard Watches

at **19.25?**

Don't you want an absolutely first-class watch, one known the world over for reliability and watch satisfaction?

Your chance lies in our offering to-morrow another lot of the renowned Howard Watches. These watches are too well known to need any comment.

In gold-filled cases, guaranteed for 25 years... **19.25**

In 14-karat solid gold hunt-frog cases... **34.00**

The movements alone are listed at \$33.00.

Handsomeness Fall Overcoats, only 7.00

Like cut, in light or dark shades of fine, imported Worsteds and Covert Cloths, perfect fitting, serge body-lining and Skinner's silk sleeve lining. Others are offering them as big bargains at \$10.00.

Boys' New Fall Reefers

at **2.95.**

We place on sale for to-morrow, Monday, a fresh line of heavy Blue Chinilla Reefers; also the newest shade of green, blue or black Boucle Reefers, specially adapted for boys 3-8, with deep sailor collar, bound with a broad worsted binding, black or pearl buttons, regular value, \$3.95.

Hosiery Sale.

Ladies' Rembrandt Ribbed and Plain Spun Silk Hosiery, opera colors, bronzes and black, sold formerly at \$1.00 per pair, at **.49**

Ladies' fine black Cashmere Wool Hosiery, good quality, actual value 83c., per pair... **.24**

Ladies' Guaranteed Stainless Black Cotton Hosiery, extra Fall weights, all sizes, formerly sold for 10c., per pair... **.12**

Men's extra heavy Half Hose, 15 cent quality, double heels and toes, in Tans and Blacks, guaranteed for wear and color... **.07**

Boys' and Girls' 1 1/2 ribbed stainless Black Cotton Hosiery, full seamless, good school stockings, sizes 5 1/2 to 8 1/2, all sizes, per pair... **.07**

Umbrellas, 93c.

3,000 Taffeta and Twill Silk Carolina UMBRELLAS, with fine Congo handles, steel rods, sterling silver patches, case and tassels to match; 28 in.; usually sold for \$2.50; tomorrow **.93**

French Miniatures.

In our Art and Bric-a-Brac Dept. we show one of the largest collections of French Miniatures ever exhibited in New York.

The collection embraces hundreds of different styles of Busts, Heads, Figures and Groups, beautifully executed on ivory, including many historical subjects. It has taken us just 12 months to collect these.

We offer them from **\$1.98 to \$15.00.**

These prices are about one-fourth to one-half the figures usually asked for this class of goods by exclusive art dealers. A hint to the wise about "early calling" is enough.

Coal Chances.

There's going to be a coal advance, so you had better lay in your winter supply right now from our stocks. We are booking orders now for the highest grade clean coal, full weight guaranteed. Our prices include putting in your cellar or bin.

Pea Coal, generally called Nut No. 2, per ton **3.25**

White Ash, Egg or Furnace, per ton **5.00**

White Ash, Stove or Nut, per ton **5.15**

Pink Ash, all sizes, per ton **5.40**

Red Ash, all sizes, per ton **5.65**

Rich Art Goods.

Collected from the Art Centres of the World. This handsome Fall collection surpasses anything we have attempted before and embraces a great many exclusive designs, suitable for Presents and Home Ornamentations, including

Ivory statuary French and Vienna Miniatures, the new French Miniatures painted on sterling silver, rich Vienna enamel, enameled Vases, French Cloisonne, enamel ware, Dutch ivory, silver toys, Devotional goods, exquisite designs, Dutch pewter, Lace Figures and groups, bronze statues, Rich Clock and Writing sets, enamel Miniature Furniture, etc., etc., all at attractive prices.

Beautiful Lace Figures, special **.25**